

Annual Report 2017



Fundación Educación – Eine schweizerische Stiftung zur Ausbildungsförderung in Lateinamerika

Fundación Educación – A Swiss Foundation for Scholarships in Latin America

Fundación Educación -

Fundación Suiza para el Fomento de la Formación Profesional en América Latina



Dear Friends and Donors of Fundación Educación

We are pleased to report on an active and successful year for Fundación Educación. To all of you: Muchísimas gracias for your valuable support!

A look back

Further growth: over 1,100 scholarships granted

After surpassing the 1,000 mark last year, we passed the 1,100 mark this year. This is a great success that we owe to you, dear donors!

As in the past, we hope that our scholarship holders and alumni will live our slogan «We Empower Talent for Change» and that the vision of Fundación Educación will become reality in every single case. This is our small but targeted effort to promote young talents from low-income families, to strengthen the so important middle class in Latin America, and ultimately to support economic and political stability in the countries in which we operate with our foundation.

Frequent travel activities of our Foundation Board

2017 was once again marked by the frequent travel activities of our Foundation Board.

Ivan Adamovich (Responsible for Colombia) spent a few weeks in Colombia and was able to get an ample insight into the work of the local committee, the cooperation with the local educational institutions and, last but not least, into our scholarship holders and alumni in Medellín. As part of the further refinement of our «Best Practices», Ueli Frei (Responsible for «Best Practices») conducted detailed interviews with our four local committees and supplemented this with on-site visits to the country programs of Perú and Colombia (see more below). Finally, Ricardo Cordero visited the country programs of El Salvador and Guatemala as part of his visiting schedule.

The corresponding travel reports are available on our website, www.fundacion-educacion.org.

As in previous years, our recent field visits have strengthened our conviction that our country programs have a strong and sustainable impact in the respective countries. It is a great satisfaction to experience how these talented, but initially mostly shy and reserved young people become well-trained and self-confident adults in the course of time.

Thanks to their first-class education and the continuous support by our local committees (and in particular our «Madres», see Annual Report 2016), these young people are able to develop considerable potential for themselves, their families, their activities and ultimately their countries.

In this spirit, the members of the Foundation Board will again visit various country programs next year. These on-site visits not only systematically monitor the development of the respective programs, but also help to identify any problems or weaknesses at an early stage and to remedy them promptly together with the local committees. Furthermore, the contacts and the trustful relationship between all parties involved (local committees, scholarship holders, alumni and educational institutions) are further deepened and consolidated during these trips. Finally, the travel reports also facilitate a regular exchange of experiences within the Foundation Board in Switzerland. In this way, we can systematically ensure continuous improvement of our foundation's work at all levels.

Refining our «Best Practices»

After defining our «Vision 2025» and our «95% Rule» in 2016, we focused last year on further refining our «Best Practices». We are grateful to Ueli Frei, a member of our Foundation Board, for taking responsibility for this project and its phased implemen-

To get an idea of the initial situation, he first visited the country program of Perú. The impressions gained here were systematically recorded and discussed with the Foundation Board before he went on his trip to Colombia. This was followed by intensive interviews with the local committees of El Salvador and Guatemala.

All these discussions produced a good basis for refining the «Best Practices» for the overall program of Fundación Educación. These not only cover the country programs, but all partners of our program: scholarship holders, alumni, local committees, foundation board, patronage committee, educational institutions and our strategic partners.

For 2018, we plan to introduce the newly formulated «Best Practices» on a country-by-country and step-by-step basis with the goal of finalizing this project at the end of 2018/beginning of 2019.



New strategic partners, fundraising activities

Last year, the Foundation Board was again able to strengthen the financial basis of our foundation thanks to the addition of further strategic partners. As strategic partners we describe such donors who assure us considerable amounts for a period of several (usually 3-5) years.

It is the philosophy of some donors that they do not want to put themselves in the spotlight. Therefore, we take the opportunity, for once without naming a name, to thank these new donors for the trust they have placed in our foundation and our work! We will do our utmost to keep winning this trust anew year after year.

Thanks to this long-term financial support of the Strategic Partners, which now accounts for almost 90% of our annual budget, the Foundation is on an increasingly solid foundation. This brings us step by step closer to our vision of sustainable financing.

In 2018, we will also try to enhance our foundation's «Circle of Friends» in a targeted manner. With this initiative, we are pursuing two goals in particular: on the one hand, we want to gradually increase the level of awareness of our foundation, and on the other, we intend to develop the circle of friends into an additional solid source of financing.

New appointments to the local committees of El Salvador and Guatemala / Cooperation with the Sociedad de Beneficiencia Suiza, El Salvador

After more than 10 years with Fundación Educación, Eric Roshardt has decided to resign as President of the Local Committee of El Salvador. As his successor, he presented Nick Bienz, also an entrepreneur with Swiss roots. Since Nick is also President of the Sociedad de Beneficiencia Suiza in El Salvador (SBS), which also runs a scholarship program at the ITCA, Fundación Educación has entered into a cooperation agreement with the SBS. This agreement was signed in October 2017 by Ricardo Cordero during his on-site visit to San Salvador.

We thank Eric for his most valuable work over the past decade and wish him all the best for his future in every respect. At the same time we welcome Nick to the team of our foundation and look forward to the future cooperation!

In Guatemala, the local committee will be reinforced in the future by Kurt Schneider, the representative of Swisscontact in Guatemala. We are very pleased about this new member, the future cooperation with Swisscontact and also welcome Kurt to our team.

New appointment to our central office bienvenida Úrsula!

As stated in the Annual Report 2016, following the scheduled departure of Regula Courvoisier, the appointment of a new head of our central office was on the agenda. To our great surprise, we were literally inundated with applications, in some cases from people of the highest qualifications – a fine vote of confidence! After an intensive selection process and various interviews, we chose Úrsula Arenas Meier.

Úrsula is originally from Perú, came to Switzerland to study economics and is married to a Swiss Perúvian. She has already taken up her work with great commitment and within a short time has become an important and competent support for the Foundation Board. We are delighted to have her on board as a new team member of Fundación Educación – and we are grateful that she too, like all members of the Foundation Board, will do her work on a pro bono basis.



A look ahead

Networking event - Guatemala in the spotlight

Our networking events give us the opportunity to provide our quests with background information on a specific country and on our foundation's work. On the other hand, these events are a great opportunity to have an informal contact with existing and potential donors and friends of Fundación Educación – of course accompanied by food, drinks and music from the respective country.

After our latest event was dedicated to Colombia, the focus is now on Guatemala. Here we currently operate our smallest country program, which however is characterized by high quality in every respect (scholarship holders, alumni, local committee and educational institutions). Furthermore, Guatemala is - due to its history and its unparalleled composition of the population in Latin America – an extremely diverse and interesting country with great potential.

We will be pleased to send you, dear supporters, an invitation to this network event in due course. We would be delighted to welcome you in Zurich on that evening!

Digitalization

Within the framework of the «Best Practices» initiative, we are looking into standardizing and simplifying reporting from the country programs to Switzerland and increasing the use of web-based communication, data management and archiving solutions. In this respect, it is our ambition that Fundación Educación always maintains a very high standard with regard to its digital strategy.

Gaining of new strategic partners / expansion of the circle of friends

Finally, we have also set ourselves the goal of strengthening the financial basis of the foundation by winning 2-3 further strategic partners in the coming year. The significance of the socalled «Circle of Friends» is also to be increased over time.

A final word

Aside from many other success factors, our foundation's activities are ultimately always a function of the available funds. In this respect, we have been able to successively strengthen the financial basis of our foundation in recent years. We owe this to you, highly valued Strategic Partners and Friends of Fundación Educación! On behalf of my colleagues on the Foundation Board, I would like to express my sincere gratitude to all of you for your generous support.

In recent years, the Foundation Board has grown into a committed, highly motivated and very cooperative team. Therefore, I am looking forward to the future cooperation and take the opportunity to thank each and every member of the team for their work, commitment and friendship!

I am convinced that we will continue to tackle our work in 2018 in a targeted and energetic manner. In this spirit, I look forward to reporting to you soon on the next milestones we have reached!

Last but not least, achieving our long-term goal – We Empower Talent for Change – remains our primary task. We can turn this vision into reality thanks to your support. ¡Muchísimas gracias por todo su apoyo!

St. Gallen, May 2018

Ricardo Cordero, on behalf of the Foundation Board



We Empower Talent for Change

What we stand for

Latin America is characterized by great social contrasts and barriers to mobility.

Fundación Educación aims at creating new opportunities by providing scholarships to young and promising talents from lowincome families so that these can study at one of the leading local colleges or universities.

By granting scholarships, we aim at giving these young talented women and men the opportunity to become highly educated and responsible leaders in the field of economy, business administration and technology - either as managers of private enterprises or as entrepreneurs.

Hence, our program contributes to strengthen the middleclass. This is essential for the economic and social development in Latin America, and, thus, for fostering social mobility and political stability.

Who we are

We are a Swiss foundation with more than 24 years of track record.

Since its establishment in 1993, our foundation has admitted 1,106 scholarship holders to its program. Of these, more than 930 are already working successfully in their careers and are thus contributing to the future of their country. We currently support 171 scholarship holders.

Fundación Educación operates in Perú, Colombia, El Salvador and Guatemala. In these countries we cooperate very closely with our local committees as well as with a small number of leading colleges and universities. The latter are responsible for the selection of potential scholars and for furnishing our local committees with the respective dossiers of candidates. Once these candidates have been interviewed by the local committees, the remaining selection of dossiers is forwarded to the Foundation Board in Switzerland for final review and approval.

Before a scholarship is granted, candidates have to meet some essential preconditions. Among other things, we expect them to provide us with an excellent academic track record, and to be persons with a strong sense of responsibility. Additionally, we expect our scholars to be proactive, and to show a high degree of social responsibility and persistence.

Further, we expect from our scholars and alumni a willingness to put their talent to work for the economic and social development as well as changes in their country.

Finally, with the «Compromiso de Honor», our scholars enter the moral obligation to repay their scholarship once they have graduated, and in accordance with their economic possibilities. All these repayments are exclusively used to grant further scholarships.



Facts and Figures

(as of December 2017)

Educational Statistics (all amounts in USD)	Perú	Colombia	El Salvador	Guatemala	Total
Start of country program	1994	1996	2006	2007	
Successful graduates since start of country program	632	181	94	28	935
Scholars 2016	88	45	26	10	169
New scholars 2017	45	6	13	8	72
Graduates 2017	43	7	13	2	65
Leavers 2017	1	0	4	0	5
Scholars 2017	89	44	22	16	171
Number of payers of the «Compromiso de Honor» 2017	209	13	24	14	260
Total scholarship investments 2017	394,554*	85'470	109,901*	91'746	681'671
Repayments from the «Compromiso de Honor» 2017	141'413	4'073	9'890	935	156'311
Repayments from the «Compromiso de Honor» since start	1'849'803	90'003	35'149	4'189	1'979'144

^{*} Repayments from the «Compromiso de Honor» since start

Key figures (consolidated, all amounts in USD)	
Scholars 2017	171
Successful graduates since start	935
% of scholars who completed studies successfully since start	96%
% of scholars who immediately after graduation found employment	96%
% of scholars who after graduation work in their country	94%
% of donation that directly benefits the beneficiaries	94%
Average cost per scholar per year	4′500
Average cost for full-time study	21'000
Average budget for scholarships per year	approx. 700'000
Current costs of local committees (related to scholarships)	approx. 44'000
Repayments of scholarships through the «Compromiso de Honor» since start	approx. 2 million



Perú

The country program of Perú exists since 1994, and is active at three partner universities and colleges in Lima. Meanwhile, its alumni network includes more than 630 members. Due to the size of this program the support of our scholars, the management of the alumni network and, in particular, the control of reimbursements stemming from the «Compromiso de Honor», is performed by a full-time secretariat.

Local Committee

- Jorge Gruenberg / entrepreneur, President
- Juan Mulder / entrepreneur, Vice President
- Pedro Crisóstomo / assistant professor, consultant, alumni of Fundación Educación
- Claudine Gruenberg / entrepreneur
- Paul Mulder / entrepreneur
- Nancy Vega / entrepreneur, alumni of Fundación Educación
- Bertha Aspillaga / Director
- Carmen Rosa Rojas Montoya / Assistant

Key figures and «Compromiso de Honor»

University or College	Scholars 31.12.2016	New Scholars	Graduates	Leavers	Scholars 31.12.2017	Number of payers of the «Compromiso de Honor»
Instituto Superior Tecnológico (TECSUP)	25	23	19	0	29	59
Pontificia Universidad Católica del Perú (PUCP)	42	15	13	0	44	85
Universidad de Ingeniería y Tecnología (UTEC)	21	7	11	1	16	0
Total	88	45	43	1	89	209*

^{*} includes 65 payers from the Universidad de Lima.

Around 40% of the budget 2017 stems from repayments through the «Compromiso de Honor».

Success Stories from Perú

Felix Ospina Lobato, Industrial Automation and Industrial Engineer, **TECSUP** and Universidad de Lima

After studying industrial automation at TECSUP with a grant from Fundación Educación, Felix studied industrial engineering and management at the University of Lima. His first job was at Kimberly Clark, where he had to set up a new paper production facility. In addition, he founded his first company with fellow students. In 2010, he joined Papeleras Reyes within the paper industry. In 2012, together with family members, he founded the company SYNHO, with which he implements assignments in the manufacturing, energy and technology sectors as project manager. He also works for Siemens as a trainer. Together with Siemens, SYNHO has been introducing a new low-cost online monitoring tool for industrial production since 2018, and aims to position itself as a leading supplier in the market.





Pedro Vega Asto, Information Systems Engineer, PUCP

Pedro is a graduate computer science engineer from PUCP. Before receiving the scholarship from Fundación Educación, he was not sure whether he could complete his studies, as financing with occasional jobs was precarious. Pedro believes in technological progress and has been involved in research projects, including improving the traffic situation in Lima, about which he has also published. Pedro's success is based on personal commitment, reliability, straightforwardness, humanity and modesty. Today he leads a team of 25 people at Aptitus and is responsible for the introduction of digital products.

Paul Sanchez Pulido, Industrial Engineer, UTEC

Paul graduated from UTEC in 2016 as an industrial engineer. During his studies he had the opportunity to participate in various projects and studies, including a two-week Harvard SEAS seminar on wastewater treatment and process control in a mine in Ayacucho. He wrote his thesis on Sales & Operations Planning in the fast food sector. Today, he brings to Quimpac S.A., a leading Perúvian chemical company, the knowledge gained at the university as a planning analyst.





Colombia

The country program of Colombia exists since 1996, and has established partnerships with two academic institutions. Meanwhile, over 180 alumni are members of the alumni association CESE, the «Corporación Educación Suiza-EAFIT». Among others, this association is in charge of organizing and controlling the reimbursements via the «Compromiso de Honor».

Local Committee

- Dr. Alirio Jaramillo / entrepreneur, President
- Sandra Valencia / Responsible for Scholarship holders and
- Norckzia Navarro de Ortiz / Responsible for Scholarship holders
- Inq. Octavio Peláez / alumni of Fundación Educación, President of CESE
- Juan Esteban Arroyave / alumni of Fundación Educación, Responsible for the CESE program

Key figures and «Compromiso de Honor»

University or College	Scholars 31.12.2016	New Scholars	Graduates	Scholars 31.12.2017	Number of payers of the «Compromiso de Honor»
Escuela de Administración, Finanzas, Investigación y Tecnología (EAFIT)	35	4	3	36	13
Instituto Pedro Justo Berrío	10	2	4	8	0
Total	45	6	7	44	13

Success Stories of Colombia

Esteban Cadavid Gil, Mechanical Engineer, EAFIT

Supported by Fundación Educación, Esteban visited the Instituto Salesiano Pedro Justo Berrío before starting his studies at EAFIT. He worked as an assistant teacher in subjects such as applied mathematics, completed an internship at SOFASA-Renault and worked as a research assistant at the university laboratory, where he gained research experience and was able to publish at the conference «Virtual Concept Workshop on Industry 4.0» in San Sebastian, Spain. He graduated in 2015 and worked for Mitsubishi Electric Colombia. Esteban is presently completing his Master of Science in Mechanical Engineering at Politecnico di Milano, Italy.



Oswaldo Rivera Taborda, student of product design technology, EAFIT

With the aim of developing projects that make a significant contribution to the environment and society, Oswaldo has participated as project leader of a social-ecological NGO «Techos Verdes» in communities with low economic resources. During his studies he was nominated three times for the «A3 Oe Product Design Engineering Awards» and won this competition once. He also participated in the Process Improvement Research Seedbed (SIMPRO), where he worked on the development of Design Thinking to improve the processes of the microenterprises of the city of Medellín. Oswaldo is the only one of his family to undergo professional training.

Verónica Gómez Quintero, student of production engineering, EAFIT

During her studies, Verónica worked as a research assistant in various areas of the university. She participated in a project to standardize natural rubber production processes in the Bajo Cauca region of Antioquia with the aim of replacing illegal crops with natural rubber plantations. As a result of this project, Verónica, together with some university professors, published the article «Brown Paper Methodology applied to the benefit of natural rubber with producers of the Lower Antioquia Cauca», which she presented at the 15th LACCEI International Conference for Engineering, Education and Technology in Boca Raton, USA.





El Salvador

The country program of El Salvador was launched in 2006, supported by earmarked funding from private donors. It is active at three educational institutions throughout the country. Since the program was launched, more than 90 scholars have successfully completed their studies.

Local Committee

- Nick Bienz / entrepreneur, President
- Camila Palomo / entrepreneur
- María Eugenia Tamayo de Valdez / entrepreneur, Voluntary
- Mirna de Halimbourg / Director

Key figures and «Compromiso de Honor»

University or College	Scholars 31.12.2016	New Scholars	Graduates	Leavers	Scholars 31.12.2017	Number of payers of the «Compromiso de Honor»
Escuela Superior de Economía y Negocios (ESEN)	5	6	3	2	6	9
Instituto Tecnológico Centroamericano (ITCA)	5	3	5	1	2	8
Universidad Don Bosco (UDB)	16	4	5	1	14	7
Total	26	13	13	4	22	24

Success Stories from El Salvador

Joshua Y. Orantes, IT Systems Engineer, ITCA

With the support of Fundación Educación, Yoshua completed his training as an IT system technician at ITCA. Through the intermediation of ITCA he got his first job at Intradesa S.A., where he has been gradually climbing the career ladder ever since. In 2010, he began a part-time study of computer science at the Universidad Francisco Gavidia, which he completed in 2017. In the meantime, Yoshua has also complied with his obligation from the «Compromiso de Honor» to Fundación Educación and has thus enabled a further scholarship holder to receive a professional training. Yoshua is now looking forward to new goals and projects «whose limits are set only by heaven».





Katherine Ramírez, student of engineering and economics, ESEN

Within the framework of the university association «Pasitos» Katherine supports the students of a small school with language and mathematics lessons. «Being part of the association is an honor for those who want to help others with little things», says Katherine. She is responsible for logistics and events. The main aim of these activities is to connect with the children while giving them the opportunity to recover and forget the difficult situations in which they live. Being a part of Pasitos reminds Katherine that the most important thing is to help without expecting anything in return.

Diego Rodríguez, student of engineering and economics, ESEN

Diego is a member, in the field of marketing, of the Association of Entrepreneurial Students (SAE), which focuses on promoting entrepreneurship both within the university and in various educational institutions in the country. Two important activities take place throughout the year: the «Entrepreneurial Bachelor's Degree», which offers students who have their own business ideas space to make their projects known and find start-up capital for their companies; and the «CiES International Entrepreneurial Congress», which invites various renowned speakers from the field of entrepreneurship to share their knowledge and experience with young entrepreneurs and advise them.





Guatemala

The country program of Guatemala was established in 2007 with a generous donation from a well-known Swiss entrepreneur. It cooperates with two universities, one of which has an additional campus on the Altiplano alongside the campus in the capital. Since the program was launched, almost 30 scholarship holders have successfully completed their studies.

Local Committee

- Philippe Berberat / lic. oec. HSG, President
- Kurt Schneider / Swisscontact
- Diana Canella / entrepreneur
- Cristina Novales / Director

Key figures and «Compromiso de Honor»

University or College	Scholars 31.12.2016	New Scholars	Graduates	Scholars 31.12.2017	Number of payers of the «Compromiso de Honor»
Universidad Francisco Marroquín (UFM)	6	3	2	7	5
Universidad del Valle de Guatemala (UVG)	4	5	0	9	9
Total	10	8	2	16	14

Success Stories from Guatemala

Juan Carlos Arriaza, student of economics, UFM

After Juan Carlos became a scholar of Fundación Educación in 2016, his academic path brought him great challenges and satisfaction. Most recently, he was awarded the «Manuel F. Ayau Scholar 2017» Prize, an award given annually to a student of the ITA («Impulso al Talento Académico») program in recognition of his uniqueness and talent. Juan Carlos stands out for his willingness to understand life, to master difficulties and to seize opportunities. The motto, «the way is hard, but it is harder to leave the way», accompanies and motivates him from an early age.





Linda Morales, student of computer science, UFM

Her passion for what she does led Linda to Denver, USA, in 2017, where she and other students presented an article at the competition of the international conference «ACM Conference on Human Factors in Computing Systems (CHI)». Linda and her team investigated how the interaction between man and machine can be made more efficient. Following the call to exhibit the scientific poster in Denver, their research is now part of the congress database.

Antonio Ixtecoc, student of mechatronics, UVG

Antonio has achieved his personal goal of keeping an academic average of over 85 points and he continues to be an assistant teacher in several courses. Being a very active student, he has become a member of the Association of Mechatronics Students in 2017, and is responsible for the area of Social Affairs and Student Welfare. He also participated in food campaigns for the needy and volunteered in programs to support young people with family problems and addictions. A personal merit is that he has worked on audio and simulation projects, including VAR system simulations, which are used by FIFA.





The Foundation Board

- Dr. oec. HSG Ricardo Cordero President & Responsible for Country Programs El Salvador and Guatemala (ricardo.cordero@fundacion-educacion.org)
- Dr. iur. HSG Isabel Stirnimann Vice President, Responsible for contacts to HSG Alumni (isabel.stirnimann@fundacion-educacion.org)
- lic. oec. HSG Marcus Stadelmann Responsible for Country Program Perú (marcus.stadelmann@gmail.com)
- Dr. rer. pol. Ivan Adamovich Responsible for Country Program Colombia (adamovich@bluemail.ch)
- Dr. oec. HSG Steffen Tolle Responsible for Finances (steffen@tolle.ch)
- Prof. Dr. phil. Yvette Sánchez Responsible for contacts to HSG and Circle of Friends (yvette.sanchez@unisg.ch)
- Dr. oec. HSG Franz X. Stirnimann Responsible for Networking Events (fxstirnimann@bluewin.ch)
- Ueli Frei Responsible for Best Practices (ujfrei@gmail.com)

Mrs. lic. rer. pol. Úrsula Arenas Meier (info@fundacion-educacion.org) manages the foundation's office on a fully voluntary basis.

The Patronage Committee

The Patronage Committee grants support to the Foundation Board by establishing valuable contacts to potential donors.

The Patronage Committee is composed as follows:

- · Prof. Dr. Bruno Gehrig
- Prof. Dr. Peter Nobel
- · Dr. Gerhard Schwarz

Our most sincere «Muchas Gracias» to you!

We thank you all - strategic partners, donors and friends of our foundation - for your support and the trust placed in our foundation's work. We highly appreciate this and are confident that thanks to our joint commitment we not only release a great potential, but also contribute to the development of the countries in which we are active.

Currently, the average cost for a scholarship amounts to USD 4,500 per student per year or USD 21,000 for a full-time course of study.

With this sum you can sustainably change the life of a young talent!

Your contribution also creates the basis for granting scholarships for more such youth to follow in the same path, therewith improving the possibilities for many future student generations.

We would be delighted if we could welcome you to our circle of donors in due course.

Donation account:

Notenstein La Roche Privatbank AG, Bohl 17, 9000 St. Gallen, Switzerland IBAN CH59 0876 5104 2638 3100 2 (CHF) IBAN CH16 0876 5104 2638 3100 0 (USD)